



NORTH AMERICA

**blink**

**A leader in clean electric transportation and storage technologies**



*Stephanie Cox*  
*Stakeholder Services Area Manager*

[scox@ecotality.com](mailto:scox@ecotality.com)

615-504-4928

# Agenda

- ▶ Why Now?
- ▶ What is at stake?
- ▶ What are we doing?
- ▶ What can you do?



## Why Now?...We have cars / standard connector!

### ▶ Chevy Volt

- 16 kwh battery
- ~40 mile battery range
- 9.3 gal gas back-up
- Approx 4 hours to charge



### ▶ Nissan LEAF

- 24 kwh battery
- ~100 mile range
- Approx 8 hours to charge
- DC Fast Charge option (30 minutes)



# Upcoming EV & PHEV Options

## ▶ 2011



Ford Focus



Mitsubishi i-Miev



CODA Sedan



Ford Transit Connect



Smart ED



BMW Active E



Mercedes Benz E-CELL

## ▶ 2012+



Volkswagen Van



Tesla S-Class



Fisker Karma



Toyota RAV4



Toyota Prius PHEV



Rolls Royce 102EX



BYD

## Why Now?....Funding those who do not like us

- In March, the United States spent \$39.3 billion on oil imports, the highest level in nearly three years, and net oil imports represented 65 percent of the U.S. trade deficit.
- These figures underscore the need for change to the nation's transportation system.
- Energy Security
- National Security

## Why Now?....Risk of losing industry

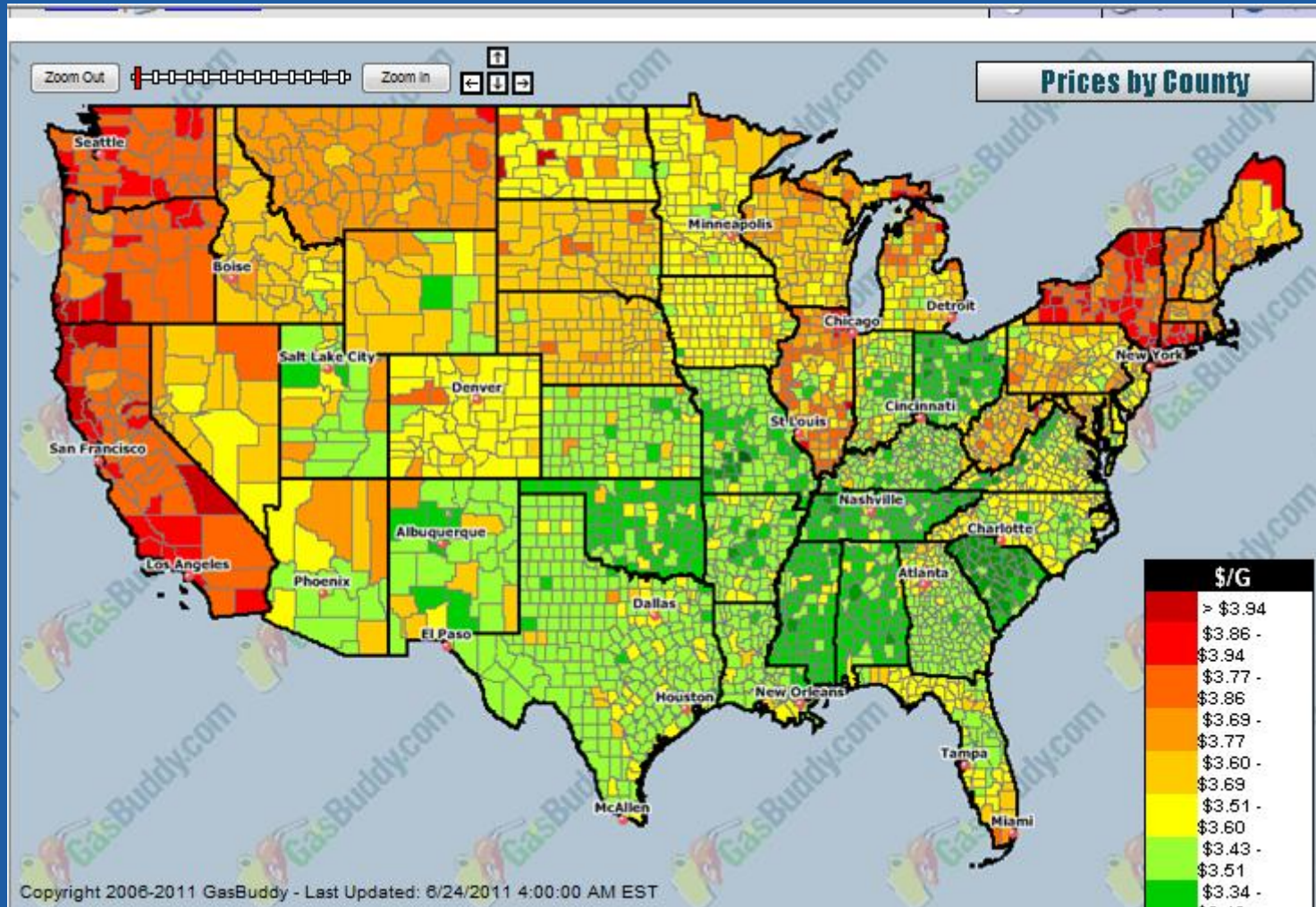
- Although the United States has made critical initial investments in EVs and charging infrastructure, it will face intense competition for production and installation of these technologies.
- China hopes to produce 500,000 EVs annually beginning this year and is investing \$15 billion in EV research, purchase incentives and charging stations.
- South Korea has launched its Battery 2020 Project, which aims to invest \$12 billion in new technologies to become the world leader in rechargeable battery production in 10 years.

## Why Now?....Risk falling further behind

- From 2004 to 2010, the global clean energy market grew by 630 percent.
- Attract private investment?
- U.S. fell from first place
- China 1<sup>st</sup>
- Germany 2<sup>nd</sup>
- Create Jobs



# Why Now?.....GAS PRICES



## What is at Stake?

“The electrification of vehicles represents one of the most profound changes to the automotive industry in the past 100 years, both for consumer and fleet markets,” says Pike Research president Clint Wheelock. “As EVs are adopted in larger numbers in the coming decade, this transformation will not only affect drivers themselves, but also utilities, municipalities, and corporations across multiple industries, to name just a few.”

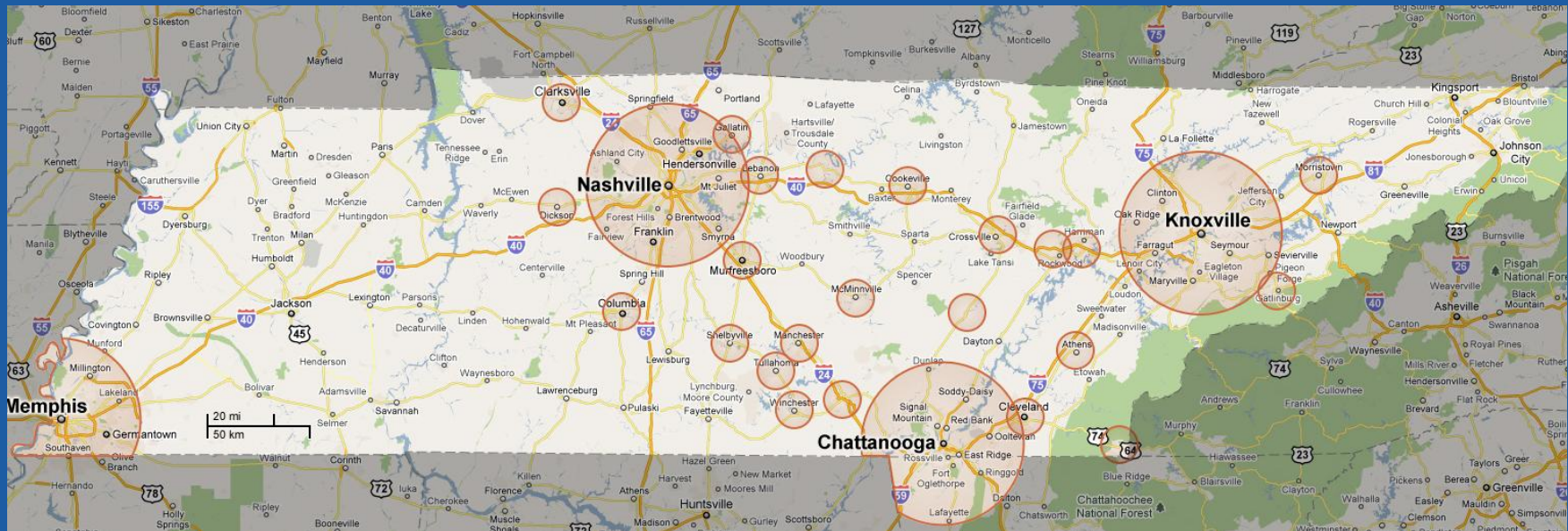
We need to get this right...

## What are we doing?

- ▶ **August 2009**
  - DOE Grant Awarded for The EV Project
  - \$230 million Infrastructure Study
    - Six States & Wash DC
    - Nissan LEAF/Chevy Volt
    - Approx. 8,000 EVs
    - Deploy 14,000 L2 chargers
    - 150 DC Fast Chargers
    - Gather charging habits thru Dec 2012



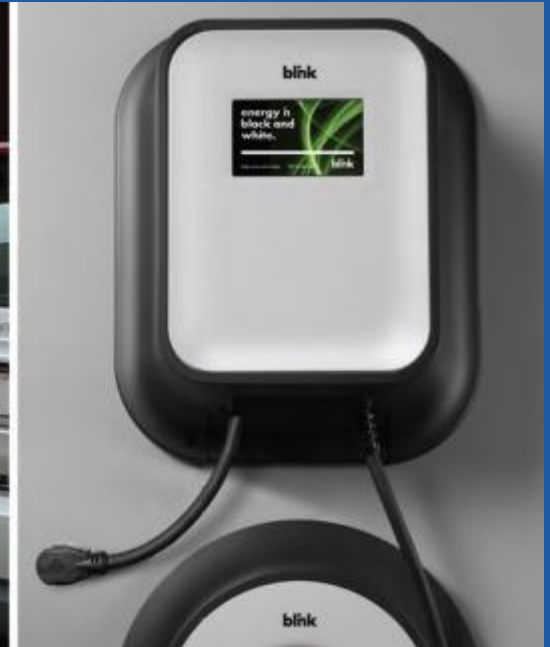
- ▶ **Tennessee Scope**
- ▶ **1000 cars**
- ▶ **Level 2 charging stations: creating a rich, fully mature, highly functional EV Charge Infrastructure**
- ▶ **DC Fast Chargers: Corridor Charging**
- ▶ **Market Preparedness: Efforts at the State Level**



# Vehicle Participants



Hard-wire option



Plug-in option

Free home charger, DCFC port and \$2,500 state incentive

## Infrastructure Participants

- Free Charging Stations
- Installation credit



**blink**



## DC Fast Charging

Level 2  
Residential  
& Commercial



**blink**

## Who's "In"

- Restaurants
- Retail
- Grocery Stores
- Hotels
- Park & Ride Locations
- Hospitals
- Libraries
- Theaters
- Universities/Colleges
- Destinations
- Malls

## Categories

- **1-3 Hours**
- **Boost the State of Charge**
- **Extend the Range of the Vehicle**
- **Relieve Range Anxiety**

## Who's "In"

## Category - Hotels

- ▶ Loews Vanderbilt Hotel
- ▶ Crowne Plaza
- ▶ Hutton Hotel
- ▶ Peabody Hotel
- ▶ Sheraton
- ▶ Marriott
- ▶ Hilton Garden Inn
- ▶ Embassy Suites
- ▶ La Quinta



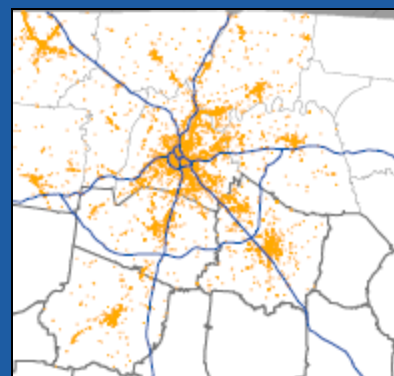
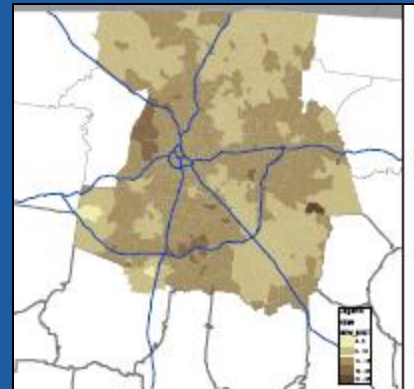
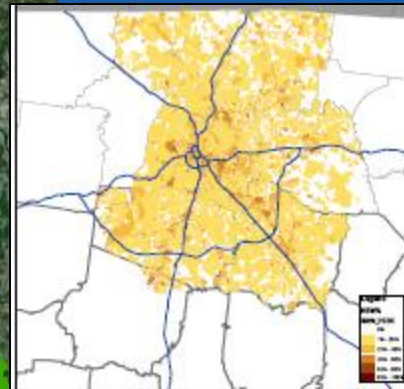
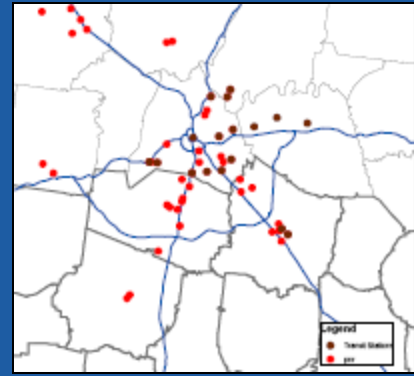
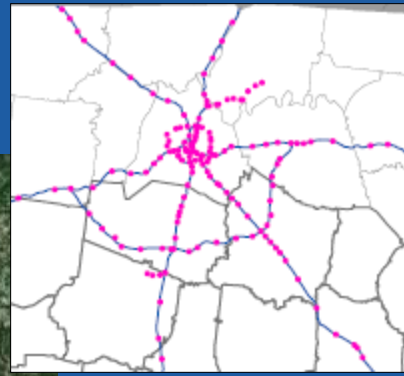
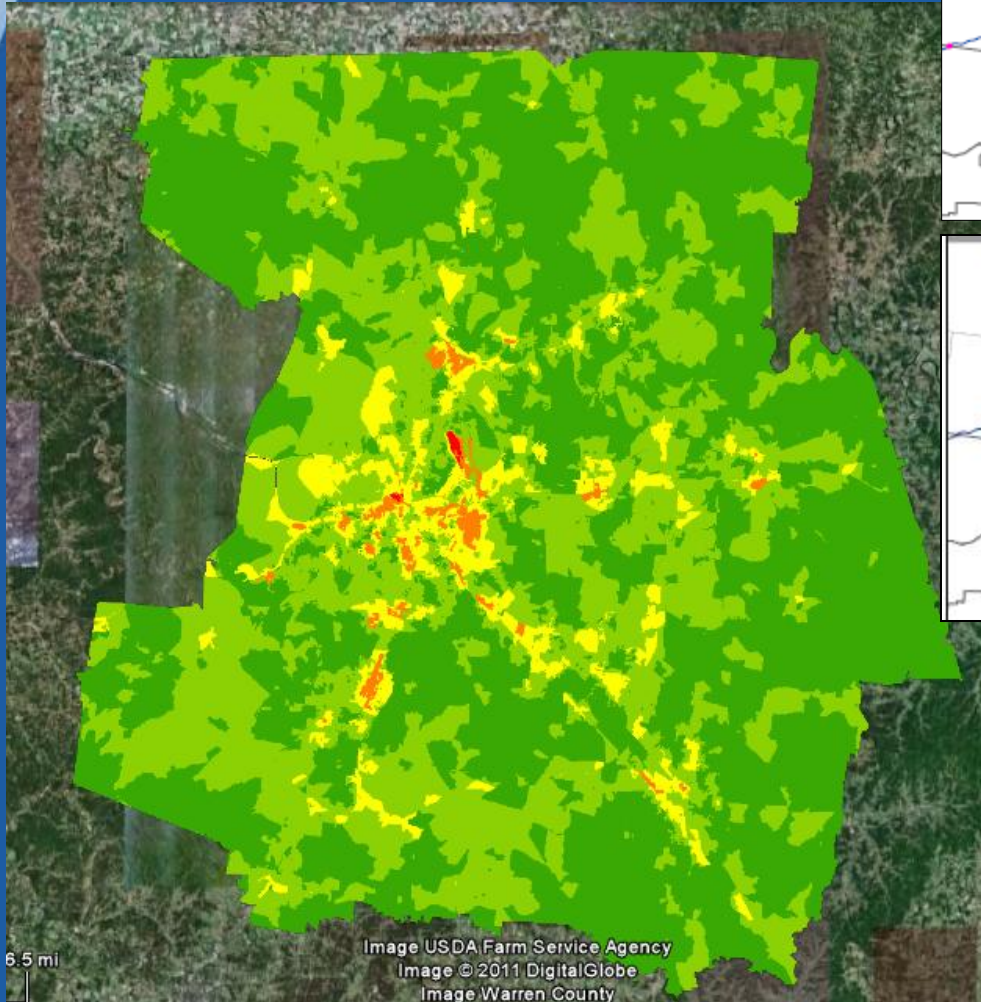
## Who's "In"

- ▶ Cracker Barrel
- ▶ McDonald's
- ▶ 212Market
- ▶ Loveless Cafe
- ▶ Terminal Brewhouse
- ▶ Mama's Farmhouse
- ▶ Alamo Steakhouse
- ▶ Bennett's Pit BBQ
- ▶ Big Daddy's Pizzeria

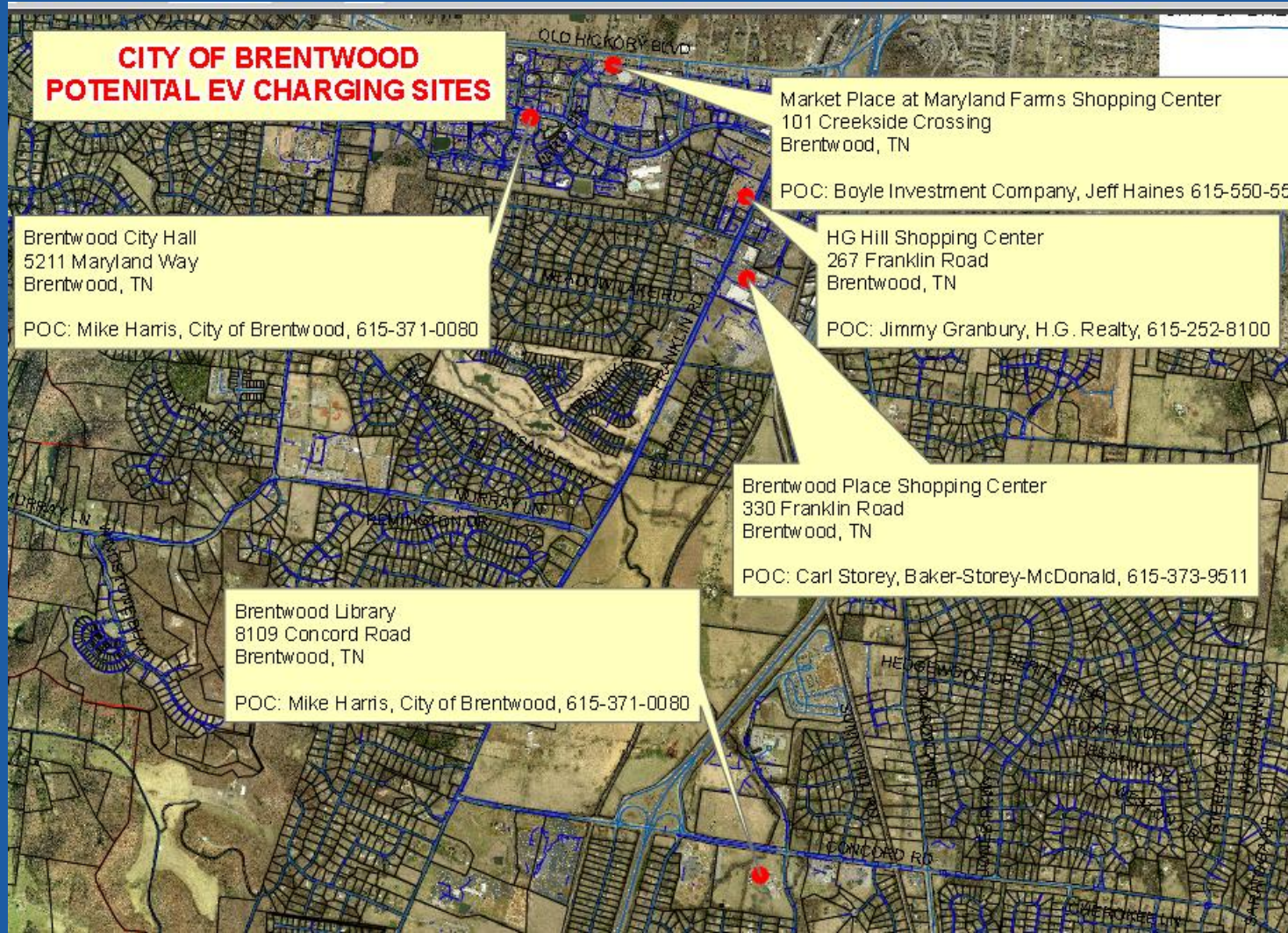
## Category - Restaurants



# Nashville MPO



# Target Areas: Brentwood Example



## EV Project Results and Needs

- ▶ Cars left in the program – ½
  - ▶ Wait to receive LEAF – reduced
- ▶ Charging Stations left – ½
  
- ▶ **HELP!**
  - ▶ TREEDC
  - ▶ DOE Clean Cities
  - ▶ East TN Clean Fuels Coalition
  - ▶ State of TN
  - ▶ Associations & Chambers
  - ▶ Cities and Counties



## EV Project Next Steps

- ▶ Identify locations
  - Utilize Relationships
  - EV Project Agreement
- ▶ Advisory Board Participation
  - Contact TREEDC
  - Email [scox@ecotality.com](mailto:scox@ecotality.com)

